



**American
Red Cross**

Celebrating a Century
in Indiana

FOR IMMEDIATE RELEASE:

Indiana Region
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News Release
NEWS RELEASE

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THE AMERICAN RED CROSS COMBINES EFFORTS WITH THE MARTINSVILLE FIRE DEPARTMENT FOR FREE SMOKE INSTALLATIONS FOR THE COMMUNITY

INDIANAPOLIS – The Indiana Region of the American Red Cross and the Martinsville Fire Department are collaborating to make the city of Martinsville safe by installing free smoke alarms. This on-going relationship for the residents of Martinsville is aimed to build a more resilient community and save lives that are lost to preventable causes like fires, disasters, choking and cardiac arrest. The two-prong preparedness strategy is put forth by the Red Cross Home Fire Campaign which ensures: checking or installing smoke alarms and practicing fire drills at home.

“We are thrilled to be collaborating with the Martinsville Fire Department,” said Victoria Eder, disaster program manager for the Indiana Region of the American Red Cross. “Each time we collaborate with fire departments and community groups that help out with our home fire campaign, we are cutting the risk of deaths from fires.

It is estimated that you may have only two minutes to get out after a fire starts in your home. Every family should develop a fire escape plan, and practice it. “With public safety always our number one priority, we are pleased to partner with the Indiana Region of the American Red Cross in this life saving mission of installing free smoke alarms for Martinsville residents who need them,” said Terry Anderson, fire chief for Martinsville Fire Department. “We look forward to working with the Red Cross to educate folks on the critically important need to have working smoke alarms in their homes and have an escape plan the entire family is comfortable with and has practiced.”

For those interested in scheduling appointments for receiving up to three smoke alarm installations from the Martinsville Fire Department, you may contact: (765) 342-2343. Additionally, for more information about the Home Fire Campaign in Indiana, please contact: Victoria Eder at (317) 683-4326 or email victoria.eder@redcross.org.

The Indiana Region serves 87 Indiana counties consisting of 10 Homeland Security Disaster Districts and six Red Cross chapters: Central Indiana (Indianapolis headquarters), Northern Indiana (South Bend headquarters), Northeast Indiana (Fort Wayne headquarters), Northwest (Merrillville headquarters), Southern Indiana (Evansville headquarters) and West Central Indiana (Terre Haute headquarters). For more information on the Indiana Region: www.redcross.org/local/in. Follow the Indiana Region on Twitter at: @INRedCross or www.facebook.com/INRedCross.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at @RedCross.

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